

Message Text

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PAGE 01 BRUSSE 06653 060341Z

ACTION EUR-12

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FM AMEMBASSY BRUSSELS

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UNCLAS BRUSSELS 06653

E.O.11652: N/A

TAGS: BEXP,CCP, BE

SUBJ: COUNTRY COMMERCIAL PROGRAM: SECOND QUARTER PROGRESS
REPORT.

1. SUMMARY: SECOND QUARTER WAS CHARACTERIZED BY VERY CROWDED SCHEDULE OF ACTIVITIES AND A STRETCHING TO MAXIMUM OF EXISTING RESOURCES. HIGHLIGHTS OF QUARTER WERE BUILDING INDUSTRY CATALOG SHOW AT BATIBOUW, THREE FOLLOW-ON CATALOG SHOWS AND TWO IMPORTANT CONTACT DAYS. ALL CAMPAIGNS ARE ON SCHEDULE.

2. UNDER CAMPAIGN 1, EMBASSY SUPERVISED CONTRACTOR WHO PREPARED THREE HIGH-QUALITY MARKET STUDIES. THESE STUDIES ALONG WITH FOURTH PREPARED BY EMBASSY STAFF ARE TO BE USED BY COMMERCE IN SEEKING CATALOGS FOR DISPLAY AT INDUSTRIAL EQUIPMENT SHOW MAY-JUNE 1978.

3. RE CAMPAIGN 2, NO ACTION WAS TAKEN ON ACTION 6 IN LIGHT CANCELLATION OF LONDON SHOW.

4. EMBASSY WHICH ORGANIZED TWO FOLLOW-ON CATALOG SHOWS (CAMPAIGN 3) IN GHENT AND IN BRUSSELS WAS VERY SATISFIED WITH END RESULTS, BOTH IN ATTENDANCE AND IN NUMBER OF TOS GENERATED (42 TOS).

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5. UNDER CAMPAIGN 4, REASONABLY SUCCESSFUL BUILDING EQUIPMENT CATALOG SHOW WAS HELD AT BATIBOUW. AT SAME TIME EMBASSY RAN FOR FIRST TIME SECURITY EQUIPMENT EXHIBIT OF CATALOGS OBTAINED FROM CONGEN ROTTERDAM. SOME NEW AND INTERESTING PENETRATION OF THE MARKET WAS OBSERVED AS DIRECT RESULT OF THIS EXHIBIT.

6. ACTIVITY NO. 1 (SUPPORT OF STATE OFFICES) WAS FURTHERED BY TWO CONTACT DAYS HELD IN KORTRIJK AND CHARLEROI TO WHICH ALL STATE REPS WERE INVITED. REPORTING ON INVESTMENT LEADS BY EMBASSY AND CONSULATE GENERAL ANTWERP IS AT ALL TIME HIGH WITH SOME 14 OPPORTUNITIES SUBMITTED SINCE BEGINNING OF THIS FISCAL YEAR. LICENSING OPPORTUNITIES TOTAL 27 AND REVERSE LICENSING OPPORTUNITIES 5 DURING PAST TWO QUARTERS.

7. VISIT USA ACTIVITIES GOT OFF TO LATE START WITH BUDGET ONLY BEING DECIDED IN MARCH. AS RESULT WE ARE HASTENING TO PRODUCE BILINQUAL TRAVEL BROCHURE AND TO ORGANIZE TRAVEL SEMINAR DURING COMING MONTH.

8. ACTIVITY NO. 8 (BUSINESS EQUIPMENT AND SYSTEMS) CALLS FOR MAJOR MODIFICATION OF CCP SINCE BY BRUSSELS 18777 WE SUGGESTED PARTICIPATION IN BUREAU 78 BY MEANS OF CATALOG SHOW. ASSUMING APPROVAL OF THIS PROPOSAL WE HAVE REQUESTED BUDGET (BRUSSELS 6089) IN ORDER TO TIE DOWN SPACE IF SUITABLE TO OUR NEEDS. EMBASSY ALSO SUPERVISED CONTRACTED STUDY OF THIS MARKET. CHAMBERS

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